

CULTURE SERVICES ADVISORY COMMITTEE
Thursday, April 8, 2021

A Regular Meeting of the Culture Services Advisory Committee convened on Thursday, April 8, 2021 at 7:01 p.m. in Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair (arrived at 7:17 p.m. and left at 7:51 p.m.)
Councillor Dennis Marsden, Vice Chair
Candrina Bailey, Coquitlam Heritage Society
Marie Del Cid-Luque
Julie Eastman
Nora El Najjar
Todd Gnissios, Coquitlam Public Library Board
Philip Hartwick, Evergreen Cultural Centre
Elizabeth Hrynew
Joan McCauley, Place des Arts
Mandy Tulloch, Artistic Community Representative
Jackie Weinkam, Festival Planners Network

REGRETS: Janice Mazon

ABSENT: Kim Hockey

STAFF: Kathleen Reinheimer, Manager Parks
Karen Basi, Cultural Services Manager
Eric Kalnins, Tourism Manager
Maria Danysh, Acting Cultural and Community Events Supervisor
Jeri Hohn, Committee Clerk

Councillor Marsden assumed the role of Chair.

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Culture Services Advisory Committee Meeting held on Thursday, February 11, 2021

The Minutes of the Culture Services Advisory Committee Meeting held on Thursday, February 11, 2021, were approved.

NEW BUSINESS

2. Staff Update – CSRP Volunteer Initiative – Presentation

The Manager Parks provided a presentation with on-screen slides titled as follows:

- CSAC – Community Support and Recovery Program (CSRP) Initiatives Update
- 3 Community Support and Recovery Initiatives
- Community Outdoor Shelter Spaces
- Community Volunteer Support Initiative
- Supporting the Volunteer Sector
- VSI: Support volunteer Led Organizations
- Connect
- How to Get Involved
- Pop-Up Parks
- High Street Pop-Up Parklet
- Pop-Up Parks Involvement Opportunities
- Questions?

Discussion ensued relative to the following:

- The desirability of utilizing unused space in the City for pop-up parks
- The booking and confirmation process that the City follows relative to Community Outdoor Shelter spaces
- The number and location of the pop-up parks setup in the City to create additional outdoor space for the public to utilize in a safe way during the time of the pandemic
- An application Evergreen Cultural Centre had recently made to Canadian Heritage to support artists and outdoor animations during the pandemic
- The possibility of showcasing art animations at pop-up parks and the desire to discuss options to do so with staff
- Economic development initiatives being undertaken by the City to offer fitness businesses an opportunity to conduct classes in appropriate outdoor parks spaces
- The benefits that pop-up parks are providing to proximal takeout food businesses
- The vital role that the Community Support and Recovery Program could fill to match volunteers to local non-profits needing volunteer assistance

The Vice Chair encouraged the members to, on behalf of their organizations, reach out to the Manager Parks regarding the Community Support and Recovery Program volunteer assistance initiative, should they have a need for its volunteer matching service.

3. Cultural Tourism – Presentation/Committee Input

The Tourism Manager provided a presentation with on-screen slides titled as follows:

- Tourism Coquitlam – Culture Services Advisory Committee – April 8, 2021
- 2015-2020 Coquitlam Tourism Strategy
- Supporting Arts, Culture and Heritage through Tourism
- Visitcoquitlam.ca
- Travel and Experience Guide

- Marketing and Promotions
- Partnerships
- Goal: Product Development
- Arts, Culture and Heritage Strategic Plan Goals, Objectives, Recommendations
- 2021-2026 Coquitlam Tourism Strategy – Next Steps
- Discussion Questions

The Committee considered the following focus questions:

1. What types of things would motivate you to travel to another destination for arts, culture and heritage experiences?
2. Do you know of other destinations that develop/promote cultural experiences well that Coquitlam can learn from?
3. What marketing/promotional tactics would encourage Lower Mainland residents to visit Coquitlam for cultural experiences?

A lengthy discussion ensued. The Committee members provided detailed input and suggestions that revolved around and/or included the following:

- Culinary and cultural tourism
- Providing multi-dimensional and unique activities on City streets and in parks
- Having Coquitlam be known for something special
- Promoting Coquitlam's exceptional and desirable features and "wrapping" activities around those features
- Facilitating collaboration amongst the City, arts organizations and artists to provide opportunities such as walking tours
- Adding a "What to do on a day in Coquitlam" feature to the Travel and Experience Guide to promote local activities that can be done every day
- Considering walkability in the downtown core and other free modes of travel as the area is redeveloped
- Making Coquitlam a "destination" for daytrips – "mixing and matching opportunities"
- Providing culture walks and art walks
- The joy and pleasure that people and children can have from unplanned, in-the-moment experiences where musicians' and artists' are setup and encountered on city streets
- Providing photographic opportunities and a way to post real-time pictures and reviews on the City's website
- Mimicking fun, interesting and diverse festivals and/or multi-day festivals in national and international jurisdictions
- Providing mural, drumming, food "tasting", and beer festivals
- Incentives for visitors such as coupons, and providing the ability to access those coupons through an app for local businesses
- Offering tourism that is appealing to "introverts" – quieter, less flashy activities (i.e. the opposite of the sounds and crowds of festivals)
- Highlighting and promoting different neighbourhoods and their distinct personalities, features, food (restaurants), and shops
- The desire for non-chain restaurants to be well supported and promoted
- The City's goal to support businesses and be seen as a complete City
- Providing infrastructure that supports walking during any season

In the interests of time, the Chair invited the Committee to provide input regarding focus question 3 to the Tourism Manager by email.

The Chair and the Tourism Manager thanked the Committee for its robust engagement.

4. Sub-Committees' Updates

The Chair invited the Sub-Committees to provide updates regarding the work they had undertaken thus far.

The Group Leader of Sub-Committee A and a member of Sub-Committee B provided a status report. They each spoke to the meetings that the Sub-committees had held to date, and the ways that the groups had begun to research and investigate the following short-list of ACHSP items as selected during the February 11, 2021 meeting:

- Promote youth, cultural diversity and inter-culturalism in programming delivered by the City and its major service-delivery partners
- Foster cultural engagement and activity at the neighbourhood level
- Address the lack of visual arts display space by increasing display space in civic facilities such as community centres and other public or private spaces.

Discussion ensued relative to the following:

- Clarification regarding the definition of culture
- The possibility of sharing some ideas relative to youth between the sub-committees

In response to a question from the Chair, a member of Sub-Committee B undertook to provide some ideas about youth to the Committee Clerk so that they could be shared with Sub-Committee A.

5. Kaleidoscope Arts Festival Artist Engagement – Committee Input

The Cultural and Community Events Supervisor provided a presentation, referring to on-screen slides titled as follows:

- 2021 Kaleidoscope Arts Festival
- Kaleidoscope
- Discussion and Input

The Committee considered the following focus questions:

1. What types of art experiences could be offered where the public can learn more about local visual artists and/or their artwork?
2. Are you aware of any local visual artists that we should consider reaching out to?

Suggestions regarding question 1 were provided by the Committee, as follows:

- That artists be invited to display their art on large surfaces in high visibility locations, including City facilities, Coquitlam Public Library, local cultural centres, and other public and private spaces
- That a video of artists' work be projected on large exterior walls in gathering places like Buchanan Square, for maximum public exposure
- That young artists be given an opportunity and a place to showcase their work
- That visual arts be offered as a public gallery outside of workplaces, and that the artwork could be broken into groups by topic and age
- That modern-style fiber art or public weaving projects could be offered as a virtual event, where residents could purchase a kit with instructions and follow along online
- The potential for interactive, pop-up art stations in neighbourhoods

In the interests of time, the Committee was invited to email input regarding question 2 to staff.

6. Facility Updates (Standing Agenda Item)

The Cultural Services Manager noted that there were a large number of projects underway in the City, however, she had no specific cultural facility updates to share beyond the information previously provided.

7. CSAC Members' Roundtable / Emerging Cultural Issues (Standing Agenda Item)

The Chair invited Committee members to share details regarding upcoming events or emerging issues in their communities.

Discussion ensued relative to the following:

- Concern regarding how tourism and cultural sectors had been hard hit during the pandemic and what the long lasting impacts to the sectors could be
- The belief that credit must go to federal and provincial governments for various COVID-19 financial support and relief programs during the pandemic, and at the same time recognizing that some programs had been more successful than others
- The available assistance of the City's Community Support and Recovery Program
- The belief that the City would continue to provide assistance to help its cultural groups "weather the storm"
- The challenge of planning and producing shows and plays intended for presentation to a live audience, during a continuing pandemic when the future is unknown
- The belief that any support or relief that the City could provide to local cultural centres would be very welcome as many groups are facing uncertain futures
- The understanding that Provincial Health Office directives regarding public, in-person openings would be slow and gradual, and the creativity that organizations would need to continue to utilize to respond to that timeline
- That those organizations requiring additional supports were encouraged to approach the City with their needs, i.e. challenges, burdens and hurdles, and provide proposed solutions to those needs

The Chair commended staff for the resilience and creativity they had shown over the past year while continuing to deliver the City's cultural and recreational programs and services. He invited the Committee to continue to bring emerging issues or concerns to Council's attention and spoke to his belief in Council's role to help remove barriers.

The Chair and the Cultural Services Manager thanked the Committee for the evening's robust discussions.

OTHER BUSINESS

NEXT MEETING DATE – Thursday, June 10, 2021

ADJOURNMENT

The meeting adjourned at 9:01 p.m.

MINUTES CERTIFIED CORRECT

CHAIR



Jeri Hohn
Committee Clerk